



Leadership
East Palo Alto Unit 472
American Legion Auxiliary
Department of California

Lou Thompson, Chairman
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Program Chairmen Part Two

The **EME** Method

Educate Members

You are becoming an expert on the program you are working. Educate the members about the program.

Each American Legion Auxiliary program has its own unique Plan of Work. Go to your program Web page to find the link for your program. Open the document and print it out. Refer to it often. Make notes. Plan ahead. Create a calendar that outlines the work for the year. Look carefully at the National Year-end Report to give you an idea of what you will be reporting at the end of the ALA year in April. Choose one or two of the goals.

Once you have chosen a goal, decide how to make it happen in the unit. Think about how your bulletins can promote the goal and educate the membership. If the activity will require the members to do work or raise funds, how will you explain this?

For members to do the work, you will want to make the work fun and not too hard to accomplish. Using the recent National Security/Chaplain activity of having a long-distant baby shower for Christina (who is the wife of a currently serving soldier), it was fun to look for and purchase a small baby gift of clothing. Mailing the gift to Christina within certain dates made it even more exciting so that she would have several days of surprises in her mailbox. It didn't cost the unit any funds! It was fun!

Motivate Members

Make your program activities interesting and enjoyable. Have fun!

Another activity that is not too difficult for members to accomplish is the recent Community Service request to read about organ donation and consider signing up. This is a large component of the program and the simple activity was easy to do.

Encourage Members

Help members understand how the work they accomplish makes a difference. Report back to the membership about the success of the activity. Give special recognition to those who participated.

Keep in mind that the work of the ALA doesn't happen only during the hour and a half monthly meeting. **You do not have to wait to promote an activity! Do it today.** Use the Yahoo Group to send an email about your chosen activity. Follow up with more email, ask the Webmaster to promote your activity on the Web site. Request Home page coverage.

Use the EME method liberally!